

**REMARKS**

Claims 1-27 remain pending in this application with Claims 1-27 being rejected in the present final Office Action.

The Examiner rejected Claims 1 and 25-27 under 35 U.S.C. §112 first paragraph, as not describing in the specification the limitations of **collecting social information** at a web site recited in Claim 1 and **collecting data representing a social category** at a web site recited in Claims 25-27.

The Examiner's attention is directed to the first paragraph of the inventive application. There on page 4, lines 3-4 the **social information** is described as:

"... the spatial models provide a means to frame **social information** about people, activities, and interaction within the semantic context of the site. "

That paragraph goes on to state on lines 8-11 that:

"...the prior art neither provides a visual representation that includes a one-to-one mapping between a semantic organization and a spatial organization nor a simplified representation that goes **beyond information browsing to support social interactions.**"

The first paragraph of the Detailed Description of the Invention section, states on page 11, lines 10-14:

"This invention is a computer system, method, and program product **for collecting, tracking and mapping social information at a Web site to facilitate user socialization with and social visualization at the Web site.** The present invention consists of a mapping data structure representing two or more categories. Each of the categories is divided into subcategories of ordered levels of specificity."

Social Information is further described on page 12, line 5 and page 33, line 4. Similarly, closely related concepts of social navigation, social interaction, social context, social groups, social filtering, social visualization, social patterns, and socialization are amply described throughout the inventive specification.

For these reasons, it is submitted that the specification fully describes claimed elements of Claims 1 and 25-17. Withdrawal of rejection under 35 U.S.C. §112, first paragraph, is therefore respectfully requested.

The Examiner further rejected Claims 1-6 and 24 under 35 U.S.C. §103(a) as being unpatentable over U.S. Patent No. 6,539,375 (Kawasaki) in view of U.S. Patent No. 6,289,353 (Hazlehurst), Claims 7-9 and 16-23 have been rejected under 35 U.S.C. §103(a) as being unpatentable over Kawasaki in view of Hazlehurst and "WebQuery: Searching And Visualizing The Web Through Connectivity", (Nortel); and Claims 10-15 have been rejected under 35 U.S.C. §103(a) as being unpatentable over Kawasaki in view of Hazlehurst, Nortel, and America Online Inc. (AOL).

The present invention recited in independent Claim 1 is directed to facilitating user socialization at web sites achieved by collecting social information at a website, mapping that information into a data structure, and using that data structure to overlay information about people, activities, and social interactions.

Kawasaki instead describes a method and system that provides for profiling a user of the Internet according to predefined categories of interest and Hazlehurst describes a query engine system that automatically develops multiple information spaces in which different types of real-world objects (e.g., documents, users, products) can be represented.

The Examiner erroneously believes that Kawasaki in column 4 lines 6-25, 26-32, and 33-41 teaches the collecting social information and mapping it into a data structure recited in Claim 1. In describing its scanning and analyzing modules shown in FIG. 2, Kawasaki states in column 4, lines 13-16:

"...this is accomplished through collecting representative data sets of major areas of interest, the Data Sets 21, and using a developed set of algorithms and weighted rules necessary to analyze the unknown content for a match with Data Sets 21."

In other words Kawasaki collects representative data sets and matches them with content of unknown interest. Neither Kawasaki, Hazlehurst, nor a combination thereof collect social information, map the social information into a data structure representing two or more categories and, use that data structure to overlay information about people, activities, and social interactions at a web site claimed in Claim 1 as amended.

For these reasons, it is submitted that independent Claim 1 is believed to overcome the rejection under 35 U.S.C. §103(a). Without conceding patentability per se of dependent Claims 2-24, these are likewise believed to overcome rejection under 35 U.S.C. §103(a) by virtue of their dependence on independent Claim 1.

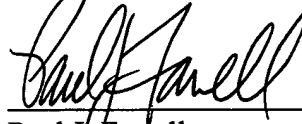
The Examiner further rejected Claims 25-27 under 35 U.S.C. §103(a) as being unpatentable over Kawasaki in view of U.S. Patent No. 6,029,172 (Jorna).

As discussed above, Kawasaki does not teach collecting, mapping, and displaying data representing social categories, where that data overlays information about people, activities, and social interactions at the web site onto an internal representation of a semantic structure of contents of the web site. Jorna does not correct that deficiency, since neither Kawasaki, Jorna, nor the combination thereof teaches or describes collecting and mapping data representing two or more categories by dividing each of the categories into subcategories of ordered levels of specificity and displaying the subcategories and the grouping of subcategories in a visual, geometric pattern, wherein the data overlays information about people, activities, and social interactions at the web site onto an internal representation of a semantic structure of contents of the web site recited in Claims 25-27 as amended.

In view of the above remarks and amendments, reconsideration and allowance of amended independent Claims 1 and 25-27 is respectfully requested. Without conceding the patentability per se of dependent Claims 2-24, it is submitted that they allowable at least by virtue of their dependencies on independent Claim 1. Accordingly, all of the claims pending in the application, namely Claims 1-27 are believed to be in condition for allowance and allowance is respectfully requested.

Should the Examiner have any questions regarding this communication or feels that an interview would be helpful in advancing the prosecution of this application, the Examiner is requested to contact the undersigned attorney.

Respectfully submitted,



Paul J. Farrell

Reg. No. 33,494

Attorney for Applicant

**DILWORTH & BARRESE, LLP**  
333 Earle Ovington Boulevard  
Uniondale, New York 11553  
516-228-8484